

AMERICAN INSTITUTE
OF
ARCHITECTS
JUL 3 1967
LIBRARY



NYSAA

EMPIRE STATE ARCHITECT

MAY/JUNE, 1967

VOL. XXVII No. 3

IN THIS ISSUE:

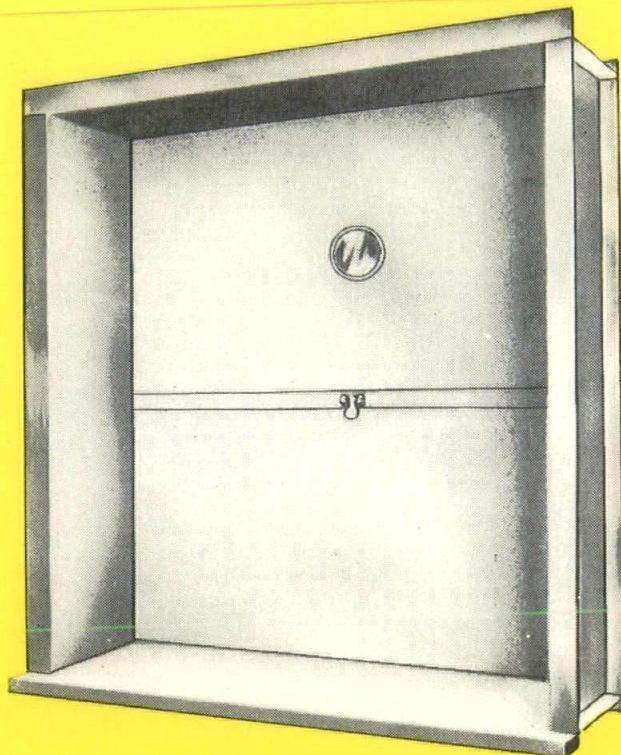
- THE BARD AWARDS
- 99th A. I. A. NATIONAL CONVENTION



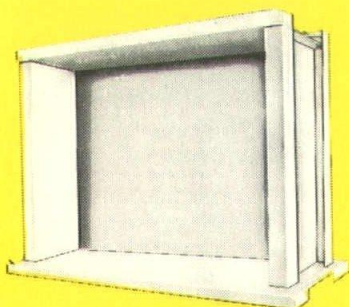
For Better, Safer Hospital Planning

PEELLE "UL" LABEL 1 1/2 HOUR

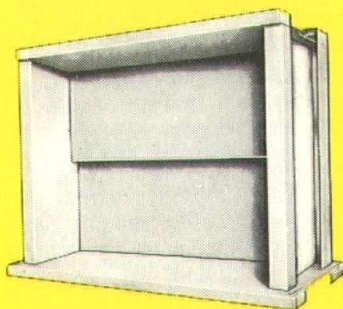
Dumbwaiter Doors • Conveyor Doors • Pass Windows



DUMBWAITER DOORS



PASS WINDOWS



TELCO PASS WINDOWS

Architects, Contractors, Owners
for "maximum protection"
specify
Peelle UL Label 1 1/2 Hour
Dumbwaiter Doors
Conveyor Doors
Pass Windows

Maintenance free complete integral
units incorporating the ultimate in
protection, safety and cleanliness.

Underwriters Label reads: "Frame
and Fire Door Assembly Rating,
1 1/2 Hour "B", Temperature Rise
30 Minutes, 650 degrees F. Maxi-
mum."

Write for dumbwaiter-conveyor
and/or pass window brochures
containing full details and speci-
fications.

ARCHITECTS NOTE:

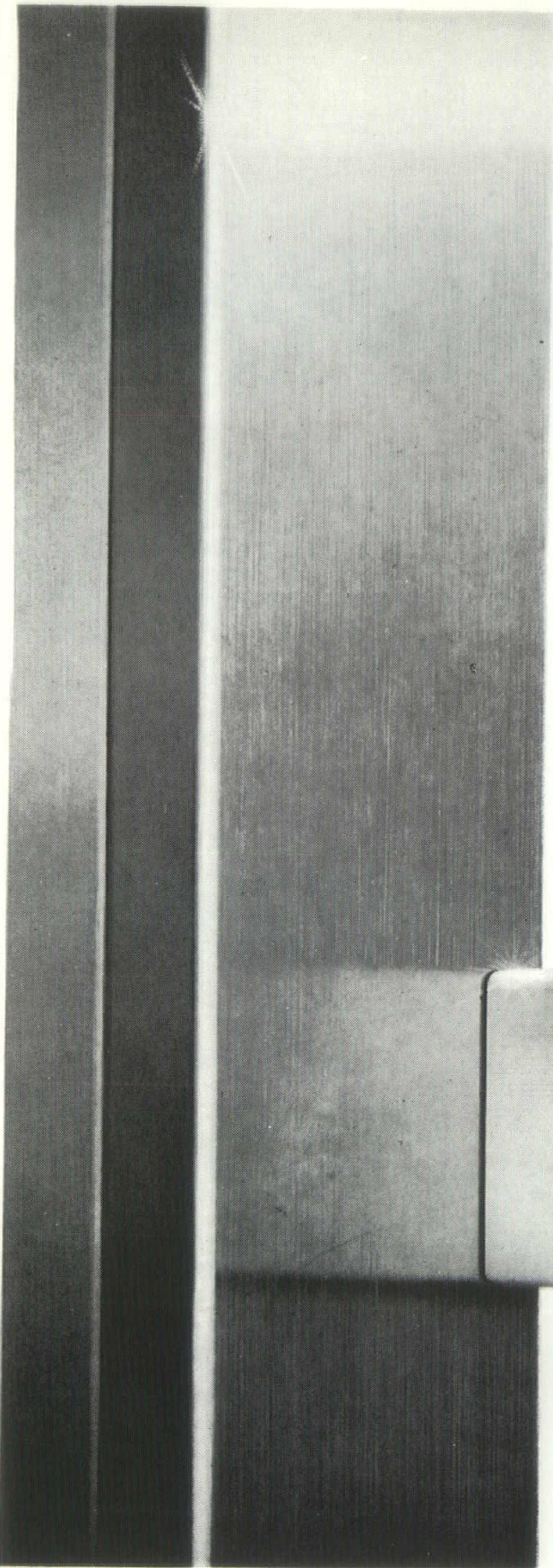
Smoke Control Systems can be
provided on Peelle conveyor doors.
Recent installations are the
Greater Southeast Community Hospital
Washington, D.C.
and Glynn Brunswick Hospital
Brunswick, Ga.

THE PEELLE COMPANY, 50 Inez Pathway, Bay Shore, N.Y. 11706, Tel. 516-231-6000

NEW YORK OFFICE	CHICAGO, ILL. 60648	RICHMOND, IND. 47374	PHILADELPHIA, PA. 19103	TORONTO, CANADA
201 Ingraham St.	7220 N. Harlem Ave.,	P.O. Box 911	34 South 17th St.	Malton, Ontario
Brooklyn, N.Y. 11237	312-775-2600	Plant: Liberty	215-567-5605	Fifth Line East
212-386-7600		317-458-5126		416-677-2714

PR
PEELLE-RICHMOND PRODUCTS
Designed for the Building Industry

PEELLE FOR DOORS FREIGHT ELEVATOR DOORS • DUMBWAITER DOORS • INDUSTRIAL DOORS



Building or remodeling?

Move up to Stainless Steel— we've got the cost down!

Here's the first truly cost-competitive stainless steel fenestration system—USS ULTIMET Stainless Steel Wall Framing. There has never been a stainless steel system like it.

All USS ULTIMET components are roll-formed—for precise part-to-part uniformity and fit, greater strength, lower cost fabrication, and faster, lower cost erection.

USS ULTIMET framing is first-quality nickel-chrome stainless steel—in a new softline architectural finish. Includes narrow-style doors and horizontally-pivoted sash. Meets NAAMM test requirements.

USS ULTIMET flush-glazed components can be erected more simply and quickly than ever before possible with stainless steel fenestration. Most members just lock into place. No on-site cutting. No welding, no exposed fasteners.

And USS ULTIMET components give the architect a completely integrated series of structurally efficient and easily fabricated and erected stainless steel shapes that lend themselves to a great variety of architectural expressions and applications.

If you want to use stainless steel fenestration in building or remodeling, don't let cost worry you any longer. USS ULTIMET Stainless Steel Wall Framing is available now, at a price you can afford.

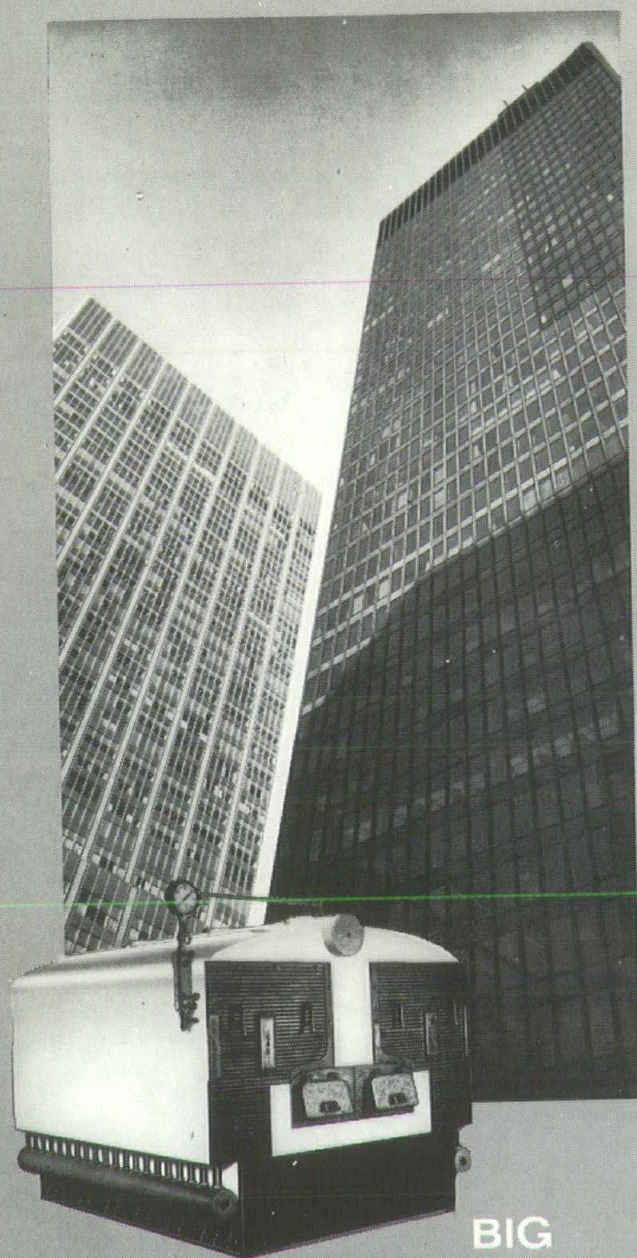
For a copy of "USS ULTIMET Stainless Steel Wall Framing," write United States Steel, Room 4486, 525 William Penn Place, Pittsburgh, Pa. 15230. Or contact a USS Architectural Products Representative through your nearest USS Construction Marketing or Sales Office.* USS and ULTIMET are trademarks.



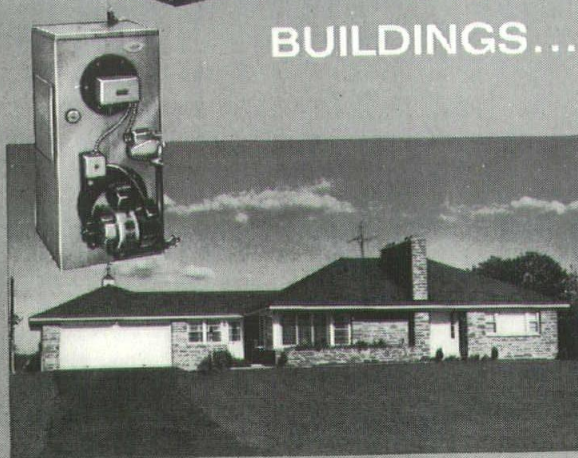
Ultimet

Stainless Steel Wall Framing

*New England: 71 Broadway, 558-4444.



**BIG
BUILDINGS...**

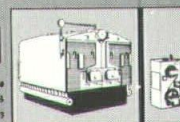


OR SMALL BUILDINGS

H. B. SMITH CAN SUPPLY THE *RIGHT* BOILER

MAKING CAST IRON BOILERS
TO FILL *EVERY* HEATING NEED
SINCE 1853 . . . 110 to 10,000
Gross MBH (298.7 Boiler
Horse Power) . . . GAS, OIL,
OR COAL FIRED.

THE **H.B. SMITH**
COMPANY, INC.
WESTFIELD, MASSACHUSETTS
ESTABLISHED 1853



BRANCH OFFICES

BOSTON
150 Causeway St.
Phone 617-227-2933

NEW YORK
331 Madison Ave.
Phone 212-687-6076

WESTFIELD
57 Main St.
Phone 413-562-9631

PHILADELPHIA
1612 Market St.
Phone 215-563-9828



N Y S A A

EMPIRE STATE ARCHITECT

OFFICIAL PUBLICATION OF
THE NEW YORK STATE ASSOCIATION OF ARCHITECTS
STATE ORGANIZATION OF THE AMERICAN INSTITUTE OF ARCHITECTS

NEW YORK STATE ASSOCIATION OF ARCHITECTS

OFFICERS

FAY A EVANS, JR.	President
ROGER G. SPROSS	1st Vice President
SEYMOUR A. GOLDSTONE	2nd Vice President
DARRELL P. RIPPETEAU	3rd Vice President
GUY H. BALDWIN	Secretary
H. I. FELDMAN	Treasurer

BOARD OF DIRECTORS

ROBERT KAPLAN	Bronx Chapter, AIA
I. DONALD WESTON	Brooklyn Chapter, AIA
JASPER GARDSTEIN	Brooklyn Society
JOHN HIGHLAND	Buffalo-West. N. Y. Chapter, AIA
THOMAS O. MORIN	Central New York Chapter, AIA
FRANK J. MATZKE	East N. Y. Chapter, AIA
FRANK MAJOR, JR.	L. I. Society Chapter, AIA
GIORGIO CAVAGLIERI	New York Chapter, AIA
HERBERT EPSTEIN	New York Society
MASSIMO YEZZI	Queens Chapter, AIA
DANIEL F. GIROUX	Rochester Society, AIA
MAURICE G. USLAN	Staten Island Chapter, AIA
ARTHUR C. FRIEDEL, JR.	Syracuse Society, AIA
ROBERT W. CROZIER	Westchester Chapter, AIA

PUBLICATIONS COMMITTEE

Chairman	ROGER G. SPROSS
Co - Chairman	SAMUEL M. KURTZ

EDITOR

ARTHUR H. DAVIS

Executive Director and Managing Editor

JOSEPH F. ADDONIZIO

PUBLISHER

HARRY GLUCKMAN

MAY/JUNE, 1967

VOL. XXVII, No. 3

CONTENTS

ASPEN DESIGN CONFERENCE	16
1967 BARD AWARDS	6 - 10
BOOK REVIEW by Samuel M. Kurtz	25
CHALLENGE & DIRECTION — EDITORIAL	5
HONORARY A. I. A. MEMBERSHIPS	11
INDEX TO ADVERTISERS	26
LIABILITIES AND WARNINGS	24
NEW A. I. A. HEADQUARTERS BUILDING	12 & 13
NEWS BRIEFS	27
NINETY-NINTH A. I. A. NATIONAL CONVENTION	19 - 23

The New York State Association of Architects is not responsible for the opinions expressed by contributors to the Empire State Architect. All rights are reserved.

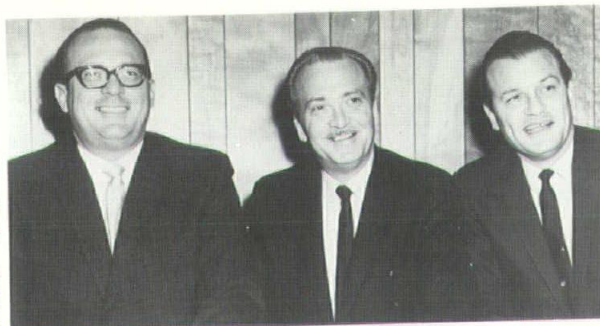
Address subscription requests and other communications to the Managing Editor, Joseph F. Addonizio, 441 Lexington Avenue, New York, New York, 10017; and all inquiries concerning advertising to Harry Gluckman Co., 128 South Elmwood Avenue, Buffalo, New York, 14202. All editorial matter should be sent to the Editor, ARTHUR H. DAVIS, 18 Tracy St., Buffalo, New York 14201.

Published six times a year. Second Class Postage Paid at Buffalo, New York. Annual Subscription: \$5.00; per issue \$1.25. Membership Directory Issue \$5.00.

Postmaster: Please send form 3579 to Empire State Architect, 128 South Elmwood Avenue, Buffalo, New York, 14202.

“Electric Heat made an important contribution to our success.”

...Syracuse Bros., Inc.



In a letter to us, the Syracuse Bros. had this to say about their firm's development in Peekskill, N.Y.: "Here, at Hillcrest Park, we have already

proved the strong appeal of all-electric living with the record-breaking sale of 109 town-house condominium units and rapid rental of 96 apartments. And now, with nearly two years of operation behind us in the town houses and one year in the apartments, we have had literally not one single serious complaint about cost.

"In this kind of development the all-electric concept has proved itself to us. The construction costs, the convenience of individual heat control by the

tenant or owner and the economy have placed total-electric installations high on our list for future activities. Of course, the 64

additional rental units now under way at Hillcrest Park will be total electric.

"From our point of view, the actual operating costs have been the key factor in this decision."

May we help you with your next project? We'll be glad to help you select the modern Electric Heating system that's best for your needs, prepare cost estimates and render whatever other technical assistance we can. No cost or obligation. Just write, or call (914) MO 4-5550 (Ext. 353).

Con Edison

CHALLENGE AND DIRECTION

Praise for one's predecessor seems an appropriate beginning. Praise is deserved and was earned by Mr. Samuel Kurtz, who for five dedicated years served as Editor of the **Empire State Architect**. His talents and conscientious efforts continued the publication on a high plane, as an important part of the New York State Association of Architects. Now Co-chairman of the Publications Committee, continued devotion to a cause seems assured. Mr. Kurtz, to you — a large THANK YOU, all in "caps."

Many of you, from experience, know that one of the most difficult assignments in any field of endeavor is to follow success. You just can't argue with success, born of accomplishment. Paradoxically, one who follows in the paths of the successful is, many times untried, yet called "successor!" It is no doubt a premeditated attempt on the part of some ancient vocabulist to frustrate the new man by so dubbing him.

At the moment, my head throbs with concern from what I can imagine as an endless chant by a chorus of past editors, all in most pontifical attitudes intoning, "successor, successor or failure, success-or else!" Whether these tensions are well founded or not, my immediate plight is that there is no known television commercial to cure such tensions, directly resulting from being a successor.

"There is nothing new under the sun", so we are told. As Architects we are still using the pyramid & arch, shapes conceived by the Architects of the Pharaohs and the Caesars. The challenge, ever present, and the Architects search for solutions, ever present, use these shapes

in a variety of concepts and in a more sophisticated manner. Similarly, the chemist or physicist, in creating all the new synthetics, and exotic materials, uses that same little atom; he has just found ways of changing the atomic structure.

Challenge and search for direction continues with the ever broadening demands of space and structure, and so it is with the **Empire State Architect**. Challenge and direction exist in proportion to its relative size in the Architectural Realm. Every editor worth his salt should believe that his prime function is to improve and achieve new levels of service, information, graphics, editorial persuasion and in this particular case, help sustain a proud servant to a statewide profession. It may prove impossible to accomplish all things, but not because we didn't try to regroup the atoms.

Guide lines should be set that will best serve and absorb the future needs and pressures, reflect the present problems, yet not ignore the past as basis and foundation. These guide lines, of necessity, must be predicated upon quality, sincerity, and general professional interest.

Inasmuch as Roster and Convention issues have proven successful feature editions, both from the standpoint of editorial content and advertising, it seems realistic to believe more feature issues should be conceived.

Among such, an awards issue for the best designs of the year from New York State Architects. Political and legal problems have their role in

the Architect's production, and inasmuch as government at all levels is becoming more and more the client, it follows that law and politics would be consistently good subjects.

The continuing war on ugliness, preservation of historical monuments and buildings, features from the various Architectural Colleges in the State, items of transportation, parking, urban renewal, accompanied by prime editorial material written by authorities on these subjects should precipitate issues worthy of feature status.

Each chapter in the state assign a man with whom contact could be readily established when required. If not the Editor of the Chapter publications, some one who could, when required, assist in gathering editorial content or data for features needing state wide research or coverage. A standing reporter if you will, vital to a well knit operation.

The Officers, Board of Directors, the Executive Director, all have a standing invitation to use space in E.S.A. when the purpose suits, and the need for letting the constituency know, arises.

Finally, a good statewide publication that is read statewide, supported and contributed to statewide, can do much to eliminate the "upstate, downstate, my chapter is older than your chapter . . ." attitude. Not unlike "A Man for All Seasons", a publication for all chapters, is to be desired.

1967 BARD AWARDS ANNOUNCED

Two unusual apartment building complexes, an imaginative plan for the large scale redevelopment of a vital area of Manhattan, a uniquely designed recreation area and playground, and a successful effort in landmarks preservation were honored today by the Bard Awards Program.

The fifth annual Bard Awards for Excellence in Architecture and Urban Design were presented at an Awards Reception at The Plaza by the City Club of New York Albert S. Bard Civic Award Trust Fund, Secretary of the Interior Stewart L. Udall and Mayor John V. Lindsay were the guests of honor and principal speakers.

As is the custom in alternate years, the 1967 Bard Awards were given for outstanding achievement in projects owned, financed or aided by government agencies and built within the five boroughs of the City of New York. They were selected by an Awards Jury of four of the nation's most noted architects and urban designers including Philip C. Johnson, FAIA, Kevin Roche, Robert L. Zion and David A. Crane. The Bard Award Trust Fund was represented on the Jury by I. D. Robbins, Chairman of the Board of the City Club of New York.

Recipients of the Bard First Honor Awards for Excellence in Civic Architecture and Urban Design were as follows: University Plaza apartments, I. M. Pei and Partners, Architects; Chatham Towers apartments, Kelly & Gruzen, Architects; the Lower Manhattan Plan, a collaborative effort of Wallace, McHarg, Roberts & Todd, Architects and Planners, Whittlesey, Conklin & Rossant, Architects and Planners, and Alan M. Voorhees & Associates, Inc., Transportation and Planning Consultants.

An Award for Merit was presented for the design of the Riis Amphitheatre and Plaza to Pomerance & Breines, Architects, and M. Paul Friedberg & Associates, Landscape Architects.

A Special Citation for Land Marks Preservation was presented to Secretary of the Interior Stewart L. Udall for his efforts in the designation of Brooklyn Heights as a National Landmark.

The Bard Awards Program was established in 1961 to encourage excellence in architecture and urban design in New York. Its name honors the late Albert S. Bard, a former trustee of The City Club who for 60 years battled vigorously for a better, more beautiful city. The Program is directed by its creator, Leon Brand an architect and trustee of The City Club.

University Plaza is a group of three high-rise apartment towers located at the Washington Square campus of New York University. In selecting it for a Bard Award, the Jury noted, "In the future the ubiquitous free-standing tower may not be the solution for

housing, but it will be long before towers done under public assistance will achieve this level of excellence. I. M. Pei is a classicist in the Miesian tradition, but the grace of these towers and the felicitous juxtaposition are unique among city towers."

Close by City Hall, at Park Row, between Worth and Pearl Streets is the site of Chatham Towers; two apartment buildings that add a surprise to the skyline of downtown Manhattan. The critique by the Award Jury states, "Kelly and Gruzen have broken new ground with their housing project, Chatham Towers. Semi-public building in New York City is inherently and traditionally nearly impossible. "Projectitis" is endemic in our cities. This project is an astounding exception. Kelly and Gruzen's rough Expressionist towers, represent a new Romantic reaction from International style simplicity. The resulting design is strong, rough, but carefully detailed, excellently executed."

The Lower Manhattan Plan was commissioned by the New York City Planning Commission. In making this award, the Jury noted, "For the first time a Bard Award goes to large scale urban design. The Lower Manhattan Plan is not a mere pleasant image of an urban environment; it is not a mere large scale single development project. It is an excellent example of total environmental design, a guideline for many good works of architecture."

In giving a second Bard Award in three years to the design team that created the Riis Plaza and Amphitheatre, the Jury commented, "The establishment of the playground parks in the Jacob Riis Houses area is nothing short of a revolution. Where there were chain-link fences, there are play spaces. Where there was "KEEP OFF," there is now "COME IN." And people come. The crowds that come — from many blocks beyond the Project — prove the inadequacies of our present parks. This park has steps, benches, mountains, bridges, tree houses, fountains, theaters, pergolas, eight kinds of paving, and above all, architectural sequence-pacing variety, ingenuity."

The Special Citation in Landmarks Preservation was presented to Secretary of the Interior Udall with the following statement from the Awards Jury, "The establishment of Brooklyn Heights as a National Landmark is a landmark. The awareness of Secretary Udall that urban values have a value, that History, with a capital "H", has a history, is unique in American governmental annals. Unique for the Department of Interior to interest itself at last in more than water dams and Indians — in the very heart of our cities. Unique in that the choice should fall on the quintessential New York."

Next year the Bard Awards Program will return its focus to a search for excellence in the architecture and urban design of privately owned and sponsored projects.



"... it will be long before towers done under public assistance will achieve this level of excellence."

AWARD

First Honor Award for Excellence in Civic Architecture and Urban Design

PROJECT

UNIVERSITY PLAZA

LOCATION

505 West Broadway, 100 and 110 Bleecker Street, Manhattan

ARCHITECT

I. M. Pei & Partners

**STRUCTURAL
ENGINEER**

Farkas and Barron

**GENERAL
CONTRACTOR**

Tishman Construction Corp.

OWNERS

Washington Square Southeast Apartments, Inc.
Dormitory Authority of the State of New York

**COMMENTS BY THE
BARD AWARDS JURY**

"In the future of the ubiquitous free standing tower may not be the solution for housing, but it will be long before towers done under public assistance will achieve this level of excellence. I. M. Pei is a Classicist in the Miesian tradition, but the grace of these towers and their felicitous juxtaposition are unique among city towers."



"These rough Expressionistic towers represent a new Romantic reaction from International style simplicity. The resulting design is strong, rough, but carefully detailed, excellently executed."

AWARD

First Honor Award for Excellence in Civic Architecture and Urban Design.

PROJECT

CHATHAM TOWERS

LOCATION

Park Row between Worth and Pearl Street, Manhattan

ARCHITECT

Kelly & Gruzen

**LANDSCAPE
ARCHITECT**

M. Paul Friedberg & Associates

SPONSOR

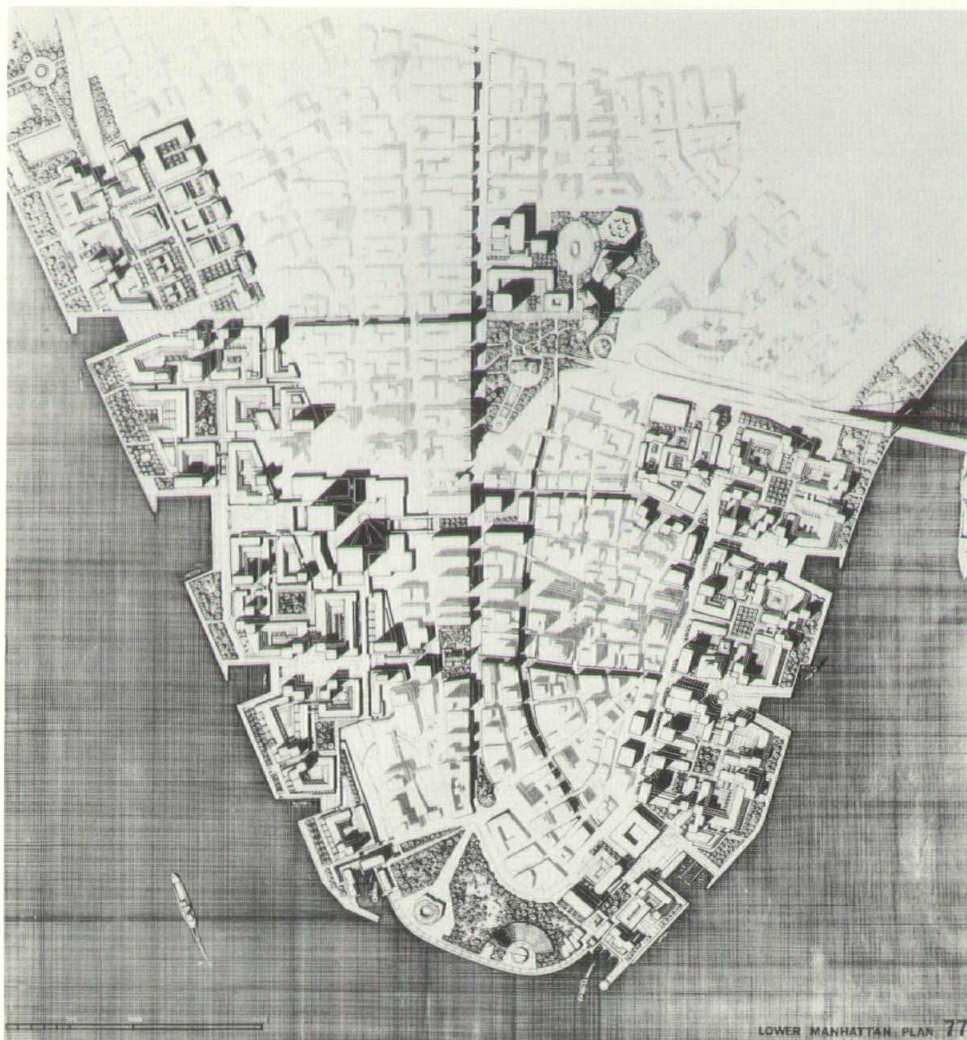
The Association for Middle Income Housing, Inc.

**STRUCTURAL
ENGINEER**

Weinberger, Frieman, Leichtman & Quinn

**COMMENTS BY THE
BARD AWARDS JURY**

"Kelly and Gruzen have broken new ground with their housing project Chatham Towers. Semi-public building in New York City is inherently and traditionally nearly impossible. 'Projectitis' is endemic in our cities. This project is an astounding exception."



"The treatment of vehicular and pedestrian traffic, the use of the waterfront, the varied patterns of city spaces are unique in New York planning."

AWARD

First Honor Award for Excellence in Civic Architecture and Urban Design

PROJECT

THE LOWER MANHATTAN PLAN

PREPARED BY

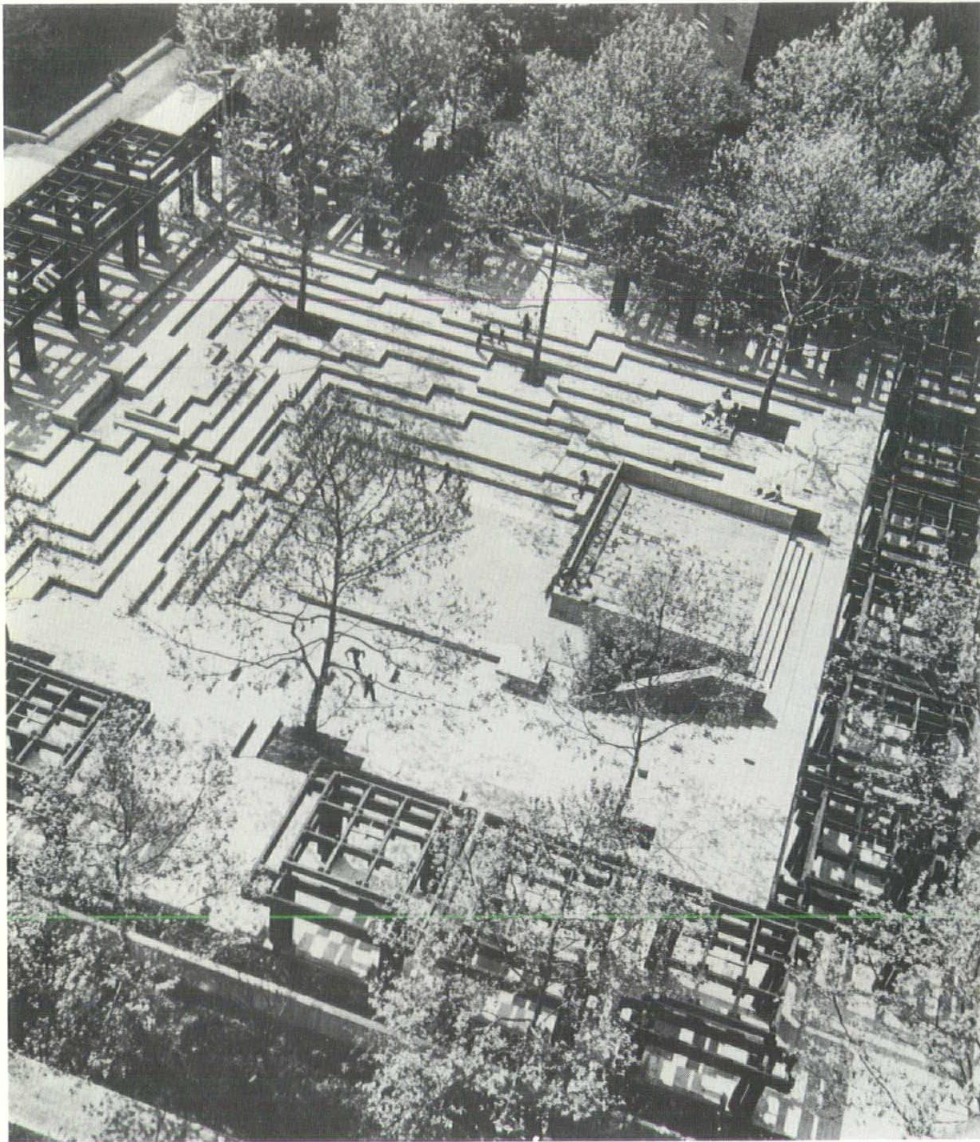
Wallace, McHarg, Roberts and Todd, Architects and Planners, Philadelphia
Whittlesey, Conklin & Rossant, Architects and Planners, New York
Alan M. Voorhees & Associates, Inc., Transportation and Planning Consultants,
Washington, D. C.

COMMISSIONED BY

City Planning Commission
The City of New York

**COMMENT BY THE
BARD AWARDS JURY**

"For the first time a Bard Award goes to large scale urban design. The Lower Manhattan Plan is not a mere pleasant image of an urban environment, it is not a mere large scale single development project. It is an excellent example of total environmental design, a guideline for many good works of architecture."



"Since Olmsted's Central Park, New York has not had so fresh a start, so promising a paradigm."

AWARD	Award for Merit in Civic Architecture and Urban Design
PROJECT	RIIS AMPHITHEATRE AND PLAZA
LOCATION	Avenue D and East 8th Street, Manhattan
ARCHITECT	Pomerance & Breines
LANDSCAPE ARCHITECT	M. Paul Friedberg & Associates
OWNER	New York City Housing Authority
COMMENT BY THE BARD AWARDS JURY	"The establishment of the playground parks in the Jacob Riis Houses area is nothing short of a revolution. Where there were chain-link fences, there are play spaces. Where there was "KEEP OFF," there is now "COME IN". And people come. The crowds that come — from many blocks beyond the Project — prove the inadequacies of our present parks. The park has steps, benches, mountains, bridges, tree houses, fountains, theaters, pergolas, eight kinds of paving, and above all, architectural sequence-pacing variety, ingenuity."



HONORARY A.I.A. MEMBERSHIPS

Among the six men who have rendered "distinguished service to the profession of Architecture, or to the Arts & Sciences allied therewith," Mr. Joseph Addonizio, Executive Director of the N.Y.S.A.A. and Edgar Kaufmann, Jr., Author and Educator, were recipients of this award of recognition from the American Institute of Architects.

The honors were presented at the A.I.A. Convention in New York City, May 15th, 1967.



Joseph F. Addonizio, H.A.I.A.

Joseph F. Addonizio, executive director of the New York State Association of Architects, AIA, is a native of New York City. He attended Cornell University and later entered the fields of journalism, public relations, fund-raising, and banking before switching to professional organization work. He joined the New York State Association of Architects, which has more than 2,700 members, 10 years ago.

Addonizio has done legislative work with the New York State Legislature for 35 years, and was once a research counsel to the New York State Senate. He has been managing director of the West of Central Park Association in New York City, vice chairman of the Metropolitan Fair Rent Committee in that city, executive vice president of the New York State Association of Real Estate Boards, and executive secretary of the Bronx Board of Trade.

Accomplishment is its own reward, yet nothing is so heart warming as a congratulatory message, or an appreciative word when next you meet. The New York State Association of Architects, well aware of such dedication, should be proud of "their man in New York."



Edgar Kaufmann, Jr., H.A.I.A.

Edgar Kaufmann, Jr., author and educator, has written five books on architect Frank Lloyd Wright, magazine articles on architecture and design, and is adjunct Professor of Architecture at Columbia University.

Born in Pittsburgh, he studied painting in New York and in Europe. In 1933-34, he was drawn to Taliesin by reading Wright's *An Autobiography*, and became an apprentice in the Taliesin Fellowship. In 1934, he joined his family's department store in Pittsburgh. Two years later, his family asked Wright to design a new week-end house. The result was Fallingwater, one of the most famous of modern homes, later presented by Kaufmann to the Western Pennsylvania Conservancy, now open to the public.

In 1940, Kaufmann joined the Museum of Modern Art in New York City, to become director of its department of Industrial Design.

After service with the Air Force in World War II, he returned to the Museum and worked on the series of Good Design Shows, produced in collaboration with Chicago's Merchandise Mart. He left the Museum in 1955 to write and teach. He has since been associated with many exhibitions at American and European museums, and organized the 1956 centennial exhibition honoring Louis H. Sullivan. He now works on a history of modern design, 1750 thru 1950.

An Honorary Life Member of the Art Institute of Chicago, he holds an honorary degree in Fine Arts from Allegheny College, and the first Award for Distinguished Service to Design given by the Industrial Designers Society of America.

SALE OF OCTAGON UNANIMOUSLY APPROVED

On May 16 — The American Institute of Architects in convention gave final approval to the sale of its historic "Octagon" headquarters in Washington, D.C., to the American Institute of Architects Foundation which will restore it and maintain it as a historic and architectural landmark.

The action clears the way for construction of a new AIA headquarters building adjacent to the Octagon. A revised design of the new headquarters structure was unveiled for AIA members on Thursday, May 18.

Approval of the sale of the Octagon was unanimous. It came at the first business session of the 1967 annual convention of the AIA which was attended by more than 3,500 architects and guests.

The AIA Foundation, which will become owner of the Octagon, was established in 1942 to handle gifts and legacies for research and educational purposes. Its members are the officers and directors of the Institute, who appoint the Foundation's trustees.

The sale was conditional upon the foundation's adopting a Bylaw which would prohibit the resale, transfer or mortgaging of the property "except by a favorable vote of not less than two-thirds of the whole number of members of the Foundation at each of two duly held meetings not less than one year apart."

At its Denver convention last year, AIA gave first approval to the sale of the Octagon, and voted to purchase the 11,300 square foot Lemon Building Property adjacent to its present headquarters site.

By utilizing the property now occupied by the AIA headquarters, plus the Lemon Bldg. property, the Institute has assured itself of an adequate site to care for an expanding organization, and at the same time has made certain that the new structure will not encroach on the Octagon house.

NEW HEADQUARTERS BUILDING DESIGN UNVEILED AND APPROVED

A new design for a \$4 million headquarters building on an expanded site in Washington, D.C., was unveiled May 18th at the 99th annual convention of The American Institute of Architects.

Architects Mitchell/Giurgola Associates presented models and drawings of the new design to the 3,500 architects and their guests attending the week-long meeting. AIA's Board of Directors gave unanimous approval to the new design.

The new design provides almost twice as much usable floor space as was called for in the original design competition, and is significantly altered to further protect the Octagon house and garden.

The Octagon, a historic landmark once occupied by President James Madison, is at the corner of New York Avenue and 18th Streets, N.W. It was acquired by AIA in 1899 and has been kept open to the public since. It bears the plaque of a National Historic Landmark. The Institute's present headquarters is located behind and on two sides of the Octagon house, and will be razed to make way for the new structure.

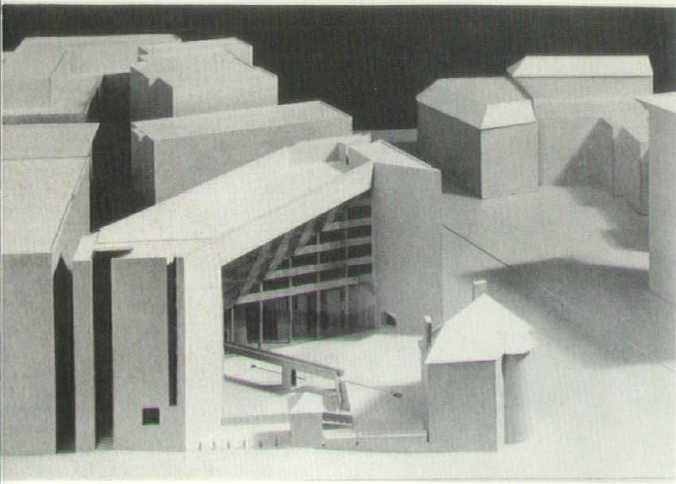
A major feature of AIA's plan for a new headquarters building is the restoration of the Octagon. To accomplish this, the Octagon house will be sold to the AIA Foundation which will restore and maintain the house in perpetuity as a public monument. Final approval of the sale was voted unanimously by the convention Tuesday. The AIA Foundation is conducting a drive to raise almost \$1 million for purchase and restoration of the Octagon.

Mitchell/Giurgola Associates won the original design competition for a new headquarters building. Subsequent to the competition, the Institute decided to expand its site by acquiring the adjacent Lemon Building property at a cost of about \$675,000. Another motive in calling for a new design was to increase the size of the Octagon garden.

The original design competition called for approximately 70,000 square feet of floor space. The new building design will provide in excess of 130,000 square feet.

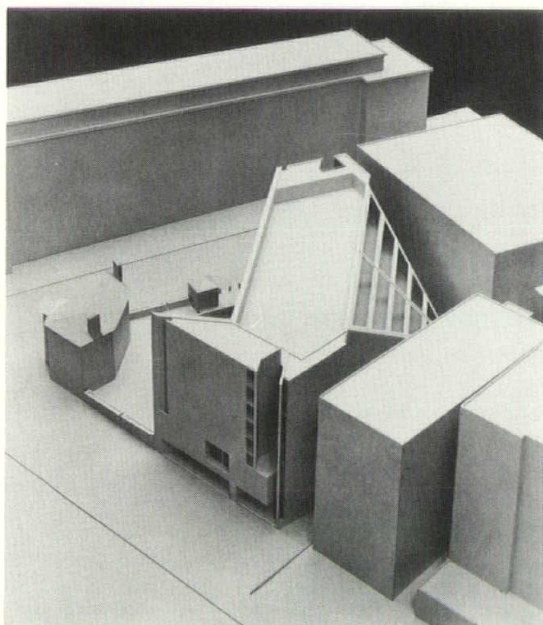
In addition to the gain in floor space, the principal differences in the design are in the handling of the facade that will provide a backdrop for the Octagon house, and the provision of a single main entrance to AIA functions and to office floors from New York Avenue.

The original design by Mitchell/Giurgola called for a circular and concave glass facade facing the Octagon house. The new design treats this facade in an unusual manner: Above the two-story exhibit and conference area at ground level, the five office floors successively step forward over the space of the garden. The architects said that this transposes the building alignment from the property lines to a line perpendicular to the main axis of the Octagon.



GARDEN VIEW — SOUTHWEST

"The projecting configuration of the building that results from this transposition helps make the space of the garden, develops the maximum area for the garden, and shields each floor from the direct rays of the sun to the southwest," the architects said. They noted that because the office floors are set back from the rear of the site, the introduction of natural light onto each floor from the northeast is achieved.



VIEW — NORTHEAST

The new headquarters building will be a seven-story, reinforced concrete building. Exterior walls will be faced with brick relating to the brick of the Octagon house.

The architects said that the "building order develops naturally from the conditions of the site and from the exigencies of the program. A building order that would be ambiguous and incomplete in itself is clarified and completed by the presence of the Octagon house, by the reassertion in the planes of the building of the geometry of the Octagon, and by the space of the garden that is made by them and joins them into one building composition."

Construction of the new headquarters building is expected to begin in about one year.

CONTRIBUTORY NEGLI-GENTS !

As pointed out in the preceeding articles, the Octagon has been sold, the new Headquarters is about to become reality, and there are over 50% of New York State's Architects who have yet to contribute to a proud cause. "When the scroll is hauled down yonder" let New York State be in the vanguard of supporters.

The need for the new Headquarters and for restoration of the Octagon is great. This is the new "front office" for the whole profession. Pledge what you know you can honor, contribute what you can afford.

But do it! Now!!

A. H. D.

NEW ARCHITECTURAL SCHOOLS

ALBANY, N.Y.—The Board of Trustees of State University today approved a recommendation to the Governor and the Board of Regents that the Master Plan of State University be amended to authorize establishment of a School of Architecture at State University at Buffalo.

According to the Trustees' recommendation, the School of Architecture would enroll its first students in the Fall of 1968.

In requesting this broadening of the State University program, the Trustees pointed out that at present there is only one publicly supported school of architecture in the State, located at City University of New York. While several private schools offer architectural studies in various areas of the State, there is no such facility West of Syracuse or on Long Island; thus, the reason Buffalo was selected.

President Martin Meyerson of State University at Buffalo applauded the Trustees' action: "The establishment of a State University School of Architecture at Buffalo would be especially appropriate at this time, as we begin to develop plans for a vast new university complex and as the university becomes even more closely associated with the problems of urban redevelopment. Such a program would both complement and enrich the University's curricula and would be an integral part of our overall academic development. It can help tremendously in furthering the aesthetic character of Western New York in contributing to the construction industry and the public efforts to enhance our environment. We will work closely with faculty groups, the American Institute of Architects, and other professional societies in the formation of this school."

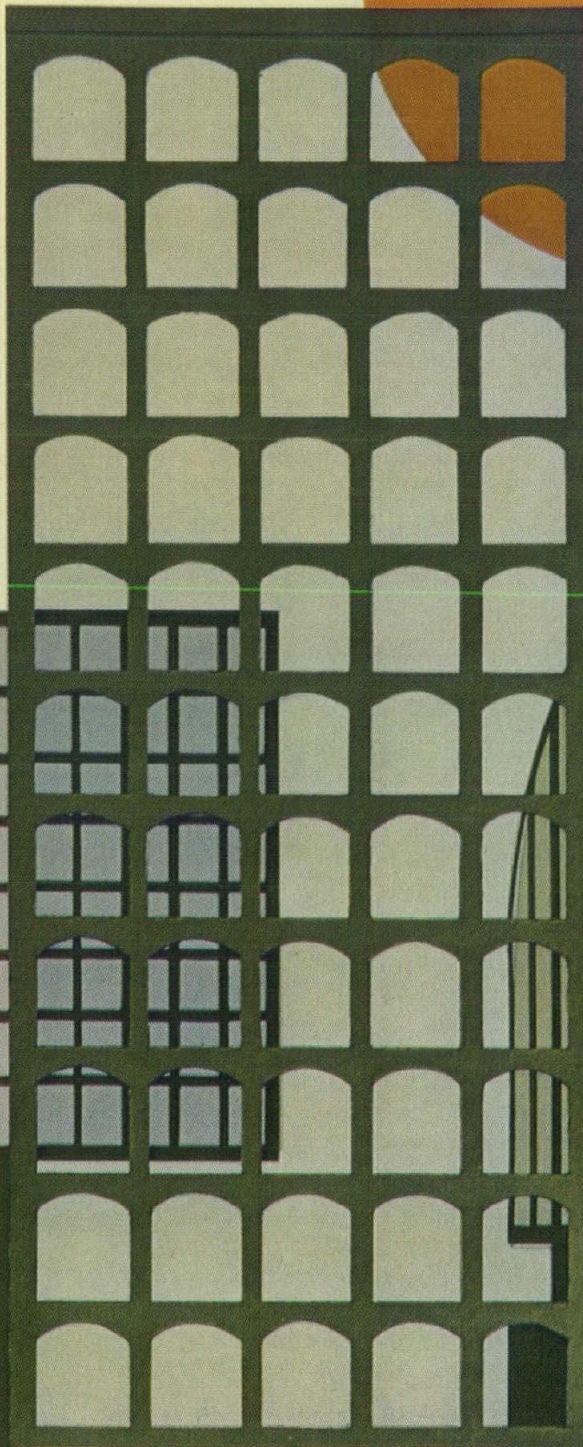
The most beautiful thing about PPG environmental glass is the money it saves in heating and cooling.

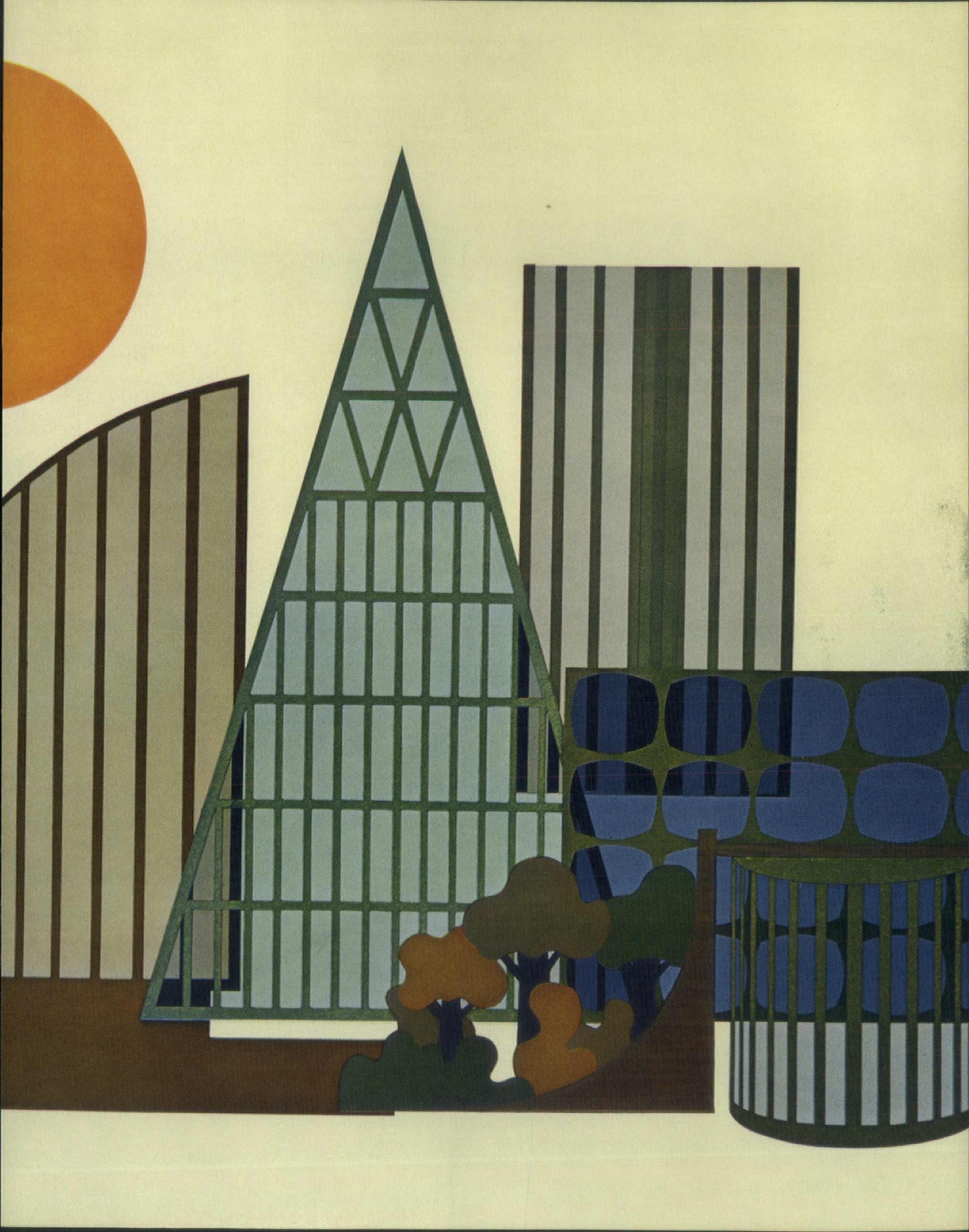
Esthetically, the colors and reflectivity of PPG environmental control glass offer you endless design possibilities.

Functionally, PPG environmental control glass can reduce air conditioning and heating loads to a considerable degree.

Certain of the glasses reduce solar heat gain and brightness. Others insulate against cold. Some do both. So they lower cooling and heating capacity requirements as well as operating costs. All contribute to comfort. Beautiful.

For full information, see your PPG Architectural Representative or write Pittsburgh Plate Glass Company, One Gateway Center, Pittsburgh, Pa. 15222.





ASPEN DESIGN CONFERENCE

JUNE 18-23

ASPEN, COLORADO

Speakers for this year's International Design Conference in Aspen, June 18-23, include a Danish poet and mathematician, an actor and playwright, a Salk Institute scientist, and a New York underground film maker. Subject of the seventeenth annual design conference is "Order and Disorder."

Craig Ellwood, well known architect who is serving as the 1967 program chairman, announced today a partial list of this year's Aspen speakers. They include:

- Piet Hein, poet, mathematician, scientist, Denmark
- Peter Ustinov, producer, playwright, actor, Paris
- Dr. Jacob Bronowski, scientist, Salk Institute, La Jolla, Calif.
- Stan VanDerBeek, artist and underground film maker, New York
- Moshe Safdie, architect and creator of Habitat 67, the new concept in urban housing to be featured in Expo 67 in Montreal
- Paul Heyer, architect, city planner, and author of "Architects on Architecture," New York
- William Thomas, physicist, president of James B. Lansing Sound, Inc., Los Angeles
- Jerzy Soltan, architect and educator, now lecturing at Harvard, Poland

Other featured speakers at this year's International Design Conference are these:

- John Whitney, designer of motion picture graphics, Los Angeles
- Max Bill, architect, artist, author, professor, Switzerland
- Theo Crosby, city planner, architect, author, London
- Christopher Alexander, professor at the University of California in Berkeley, author, architect, Berkeley
- William Arrowsmith, Professor of Classics, University of Texas, philosopher and literary critic, Austin, Texas

- Alfred Caldwell, landscape architect, educator, Los Angeles
- Jeffrey Lindsay, designer and constructor of space structures, Los Angeles
- Robert Propst, director of research division of Herman Miller Incorporated, artist, designer, inventor, Ann Arbor, Michigan
- Paul Weiss, biologist, New York
- Crosby M. Kelly, president of Crosby M. Kelly Associates, specialist in investor relations, New York
- Max Palevsky, logician, president of Scientific Data Systems, computer developers, Los Angeles
- Art Seidenbaum, writer, critic, Los Angeles

Eliot Noyes, president of the International Design Conference in Aspen, said that this year's conference promises to be "one of the most interesting we have ever had." In addition to an "extraordinarily varied group of speakers," said Noyes, the 1967 conference will also be "enlivened by foreign design students, the showing of experimental films, and the construction and flying of a giant kite by one of the speakers, a designer of space frames."

Program Chairman Ellwood has been long recognized as one of the nation's leading architects. His work has been exhibited throughout the world, including one man shows at Yale, University of California, University of Mexico, and elsewhere. He is one of the few Americans who have won the coveted first prize in the International Exhibition of Architecture.

The Aspen design conference is open to anyone interested in design. Registration fee is \$85; \$10 for wives and students. Additional information on the conference, accommodations, and registration forms may be obtained from the International Design Conference in Aspen, P. O. Box 664, Aspen, Colorado.

How to raise a ton of steel,
a slice of toast or the temperature . . .
at Syracuse's Presidential Plaza



It's done electrically.

It's being done in Syracuse at the construction site of a modern 25-story in-town apartment tower overlooking a scene of dynamic downtown revitalization. This spectacular silhouette on the Salt City skyline is being shaped with tons of concrete and steel lifted from above by a huge 80,000-lb. climbing tower crane. This king-size erector set is strong-armed up through the structure, floor by floor, by a small electric motor. Another one feeds electric power for hoisting and swinging 7-ton loads at a clip, with pushbutton controls.

When completed, this first of three high-rise units at Presidential Plaza will be total-electric. Money and space saved in total-electric design will provide extra convenience and comfort features. It will lift a bank of

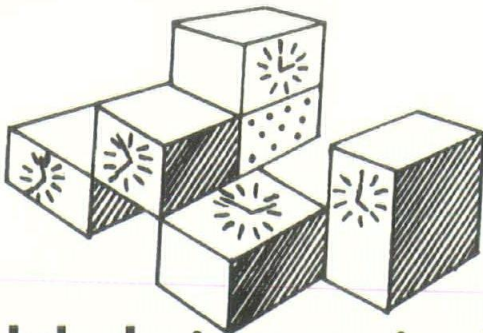
elevators, a slice of toast or the temperature (individually controlled in all 275 apartments). It will likewise cool a room, warm the pool, dry the clothes, cook the food, wash the dishes. All with quick, clean, quiet efficiency.

This is total-electric progress: heating, hoisting, hauling, cooling, cooking, constructing. It puts drive in a city on the grow . . . and a comfortable new dimension in living, working and playing.

Presidential Plaza/ designed by Keyes, Lethbridge & Condon/ developed by Reynolds Metals Development Corp./ enhanced by total-electric.

NIAGARA MOHAWK
Working hard to make electricity work harder for you

LEAD TIME — 3 MONTHS



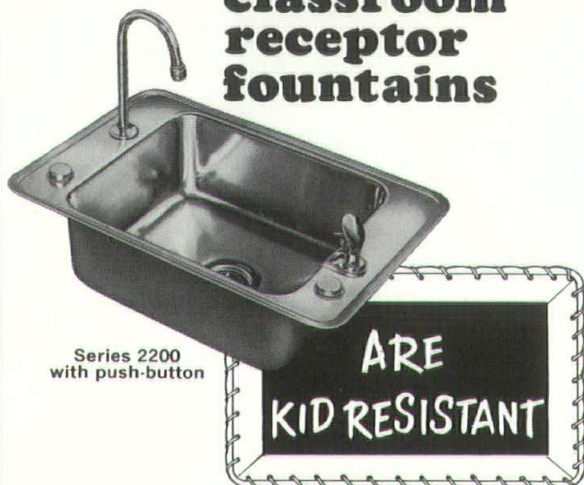
nichols business equip. inc.
Complete Design Service

QUALITY BUSINESS FURNITURE
SCHOOL & LIBRARY EQUIPMENT
CONTRACT PRICING
CENTRAL LOCATION SHOW ROOM
TRAINED - EXPERIENCED STAFF
INSTALLATION SERVICE



INQUIRES INVITED: PHONE: 315 HO 38594
Write: Deere Rd., Industrial Park, Syracuse N.Y.

HAWS classroom receptor fountains



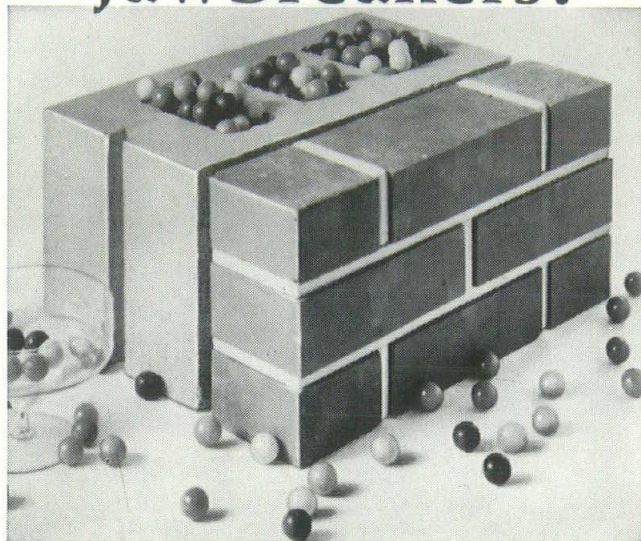
Series 2200
with push-button

These compact receptor/fountains offer utilitarian service for school or industrial laboratories... available in either stainless steel or enameled iron with a complete range of Haws vandal-proof fixtures. Faucets and fittings won't turn or twist. Write for complete details today. **HAWS DRINKING FAUCET COMPANY, 1441 Fourth Street, Berkeley, California 94710.**



drinking fountains • water coolers
laboratory and decontamination equipment
dental fountain/cuspidors

Use *something* to insulate cavity and block walls. How about jawbreakers?



Whenever the temperature differs on the inside and outside of these walls (that's all the time), convection occurs in the cavities. The more different the temperature, the bigger the wind in the voids. The wind carries therms from the side where you want them to the side where you don't. These walls are as good as—or better—than other kinds of walls. But like all walls, they need insulation. Without it the occupants are as miserable as the heating and air conditioning bills.

Zonolite® Masonry Fill Insulation: better than everything

Zonolite Masonry Fill Insulation was developed specifically for these kinds of walls. It doubles their insulation value; a real boon to mankind. Keeps inside wall temperatures comfortable and the heating and air conditioning bills easy to take.

Zonolite pours right into the voids, fills them completely, never settles. It is water repellent; any moisture that gets into the wall drains down through it and out.

Cost: as low as 10¢ per square foot, installed.



Zonolite Division, W. R. Grace & Co., Dept. 000
135 South LaSalle Street, Chicago, Illinois 60603

Gentlemen:

Somehow using jawbreakers doesn't sound like a good solution to the problem of insulating masonry walls. Send me Zonolite Masonry Fill Insulation Folder No. MF-83, with complete technical data and specifications.

NAME _____

TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SUNDAY, MAY 14TH

Convention Headquarters at the New York Hilton Hotel was an unbelievably busy place the week of May 14th thru 19th; an all too short week for the many places to go and the Convention events to attend.

As every good Convention must, registration was step one subsequent to checking in and making certain you had a valid reservation. Subways may be for sleeping, but you must admit un"conventional."

This report can in no way do justice to all the events but this will recall some of what I consider highlights.



Registration went well and all the pre-registered events, tickets, and directions took surprisingly little time.



Students also came in rather gratifying numbers; let the records show 676!

May they all return to their endeavors and continue in pursuit of their dreams and fervor for the pure architectural accomplishments that those I encountered espoused.

To complete the pure statistics, total registration, the largest in A.I.A. history was as follows:

Corporate members	1,738
Associate members	84
Students	676
Exhibitors	1,163
Ladies	834
Guests	132
Grand total	4,627

The Convention Week would have been a little less memorable had it not been for the F.W. Dodge Party at the Whitney Museum, Sunday night, May 14.

The Whitney as stage, with the actors the Architects and their lovely Ladies on the one hand, were royally wined, hors d'oeuvred, and entertained on the other. This combined to blend strict museum decorum with a slight bacchanalian urge. These contrasting patterns of behavior seemed destined to cause a communal trauma of considerable proportions. However, the Profession rose to the occasion and with one big furtive glance back over its shoulder, to make sure Vitruvius wasn't looking, relaxed a bit and hummed awhile.

MONDAY, MAY 15TH

Inaugural Ceremonies on Monday morning began with Invocation by His Eminence, Francis Cardinal Spellman, Archbishop of New York.

Donald Q. Faragher, F.A.I.A. and Honorary Convention Chairman officially opened the convention.

The Host New York City Chapter extended its welcome by both its President, Max O. Urbahn, F.A.I.A., and chapter convention Chairman, E. Allen Dennison.



Governor Nelson A. Rockefeller welcomed all to New York State.

Doctor Marshall McLuhan followed the Inaugural Ceremonies with the Third Annual Purves Lecture. "Knowledge and the Future of Man." Dr. McLuhan is Author and Director of the Centre for Culture and Technology, University of Toronto.

"... Auditory space not visual, is the new Art Form. Electronic communications is forcing the Western World to separate itself from a 2500 year devotion to visual space and rediscover the characteristics of the spaces generated by the other senses. The characteristics of an electronic culture is auditory space; which has no center and no margins since we hear from all directions simultaneously."

Dr. McLuhan told the convention the whole world may be coming a "happening." A "happening" is a "programmed art form" in which the environment becomes a work of art. Service industries, government, educational and entertainment networks are involved in creating "happenings" or in transforming the environment into a work of art.

The Honor Awards Luncheon followed the Purves Lecture with Invocation by Reverend Dr. William F. Rosenblum, Rabbi Emeritus, Temple Israel. Presentation of awards by A.I.A. President Charles Nes was the highlight of the Luncheon. Awards were presented to:

Leon Chatelain Jr., F.A.I.A.
F. Stuart Fitzpatrick Award
Robert H. Levison, F.A.I.A.
Edward C. Kemper Award
Constantino Nivola
Fine Arts Medal
Sister Mary Remy Revor
Craftsmanship Medal
Ivan Chermayeff
Industrial Arts Medal
Richard Kelly
Allied Professions Medal
William C. Hedrich
Architectural Photography Medal
Boston Architectural Center
Citation of an Organization
Hugh Stubbins and Associates
Architectural Firm Award

MONDAY AFTERNOON

The first of four Theme Sessions was addressed by Dr. Harold Taylor. Dr. Taylor came into prominence when at the age of 30 he became the President of Sarah Lawrence College. At present he is Vice Chairman of the National Committee for Support of the Public Schools, and a member of the National Research Council on Peace Strategy; both of which he was instrumental in founding.

Dr. Taylor spoke on "Education and the Human Environment." He believes the American School systems treat creative arts including design and Architecture, "as something you do after school or in the evening, and the general public is unprepared and unable to judge what is good and what is bad in its environment."

Dr. Taylor stated, "the problem consists in developing the sensibility of the young, and of everyone not young, toward visual experience, teaching people

how to see. If then we raise a population of visual illiterates, we are raising our children and depriving them of esthetic experience by the circumstances of their education. Teachers, by and large have not had direct experience with art forms. As a result, the teacher's taste in the fields of the arts, visual or otherwise is about that of the rest of the population. In the absence of such resources in the schools, the public is the victim of the tastes of the manipulators of the mass media and the standards of a mass culture."

"Theater, music, dance, poetry, painting, sculpture all should be entered as full fledged subjects with status equal to the "hard" subjects."

MONDAY EVENING

The President's Reception held at the Metropolitan Museum of Art was distinctly a success. It was less intimate than that of the preceding evening because this occupied one floor of the Museum and it was far flung by comparison with the four floor Whitney affair. The picture below is a panorama with receiving line directly in front of the colonade



President Nes received the congratulations of his fellow Architects, and deservedly so; he wears success well.

It seemed a most fitting setting in which the Architects should gather, surrounded by the classic forms of the past, and solemnly watched over by replicas if not indeed, the remains of the great Rule whose Architects helped conceive the profession, those shown gathered are dedicated to continue and improve.

TUESDAY, MAY 16TH

The first Business Session with President Nes presiding was held; bylaws and official business were reviewed and transacted, among which one of the most important transactions was the sale of the Organ. (see report pages 12 and 13)

Cessation of Official Business promptly at 11 A.M. to present Honorary A.I.A. Memberships was highpoint to the session.



Cited for distinguished service to the Profession of Architecture and being presented these Memberships by President Nes on the right, and from right to left:

Joseph F. Addonizio

Executive Director New York State Association of Architects

Benton Spruance

Lithographer, painter and teacher

James M. Fenelon

Executive director, Minnesota Society of Architects

John D. Entenza

Editor and Publisher

John Erik Jonsson

Mayor of Dallas, Scientist and Industrialist

Response to these Honors was made by Mr. Jonsson.

TUESDAY AFTERNOON

After returning from a large number of Alumni Luncheons, the convention reconvened for the Second Theme Session: "Practice."

The address was given by Charles Luckman, F.A.I.A. on the subject "... Our Uncommon Profession."



Mr. Luckman is president of Charles Luckman Associates, one of the five largest firms in the world. He also enjoyed a most successful business career as president of the American Lever Brothers Co. at age 37. Winner of 37 Honor awards and licensed in 48 states and the District of Columbia (by written exam) makes him the most widely licensed architect in the nation.

In his address, Mr. Luckman said, "it is easy to be creative without a budget; it is infinitely more difficult, but equally rewarding, to be creative within the budget. Architects have a responsibility to furnish clients with accurate cost estimates and adhere to budgets." Luckman said, "the results of creative cost control can be better design, better planning, more efficient service and more satisfied clients."

At the same time he felt we should give more thought to money ... "ours!"

Finally, he said, "design is a field in which a man may wander and gather as many ideas as his fancy dictates. Architecture is the field in which the concept must be translated into reality."

TUESDAY NIGHT

Immediately following the "Architects at home or in office" parties, those that so desired went on a boat tour of Lower Manhattan.



The weather was cool, the entertainment was "cool man!" and the kaleidoscopic view of Manhattan cast an indelible image on memory's screen.

WEDNESDAY, MAY 17TH

The Third Theme Session: "Design and Politics" had as the major speaker the Honorable John V. Lindsay Mayor of the City of New York.

Mayor Lindsay opened his address with a quote from John Ruskin: "... architecture is a distinctively political art." The Mayor felt conversely that it was clear that those in politics had not yet mastered the art of attaining distinctive architecture. He believes that a strong kinship unites the two professions of Architecture and Politics: "We share anonymity in success, and notoriety in failure."

It will be recalled mayor Lindsay took office with the stated objective of making New York "... a city for people and for living." His keen wit prompted him to remind everyone that when he came to office the reservoirs were empty, and now they are full, thus doing all he could to fulfill campaign objectives.



"In no other city in America do the problems of urban living come into such sharpe focus; confront the dreamers and builders with such impact, nor is any other city doing more to change the tangible aspects of urban life."

It was a staggering statistic to know that New York has a budget of one billion dollars for building construction this next fiscal year!

In conclusion he said, "Our common objectives, in this and other cities, should be the articulation of beauty and proportion in design . . . The fulfillment of human needs and aspirations within the steel and concrete framework of Architecture . . . And the creation, step by step, block by block, of a fit environment for the spirit of man."

WEDNESDAY EVENING

An evening at Lincoln Center, the Metropolitan Opera and a performance by the Royal Ballet! This statement certainly needs no further embellishment; nor does the Metropolitan Opera House, yet it may be this very opulence, the aura of the "Met", and a Sol Hurok Production that will outlast all memories.



If these should dim, one only need hear the mention of champagne and all will return to the effervescent moments of the reception that followed at the New State Theater.

While the Host New York City Chapter received a unanimous vote of approval from the Convention for its warm welcome, hospitality, thoughtfulness, and the thorough job of planning; The **Empire State Architect** for the record commends the New York Chapter, its Officers, Directors, the Women's Architectural Auxiliary and all whose special efforts made possible the Ballet, the Reception, and the A.I.A. Guide to New York City: a total success.

THURSDAY, MAY 18TH

President Charles M. Nes, Jr., F.A.I.A. addressed the last business session, as one of farewell as President. He said, "no special wisdom is conferred on a man when he is elected to serve as officer or director. What is imposed on such a man, is a high order of responsibility."

This the Convention agreed wholeheartedly within their unanimous approval of a Commendation of President Nes for giving unselfishly of his time and considerable talents during his past year of service.

THURSDAY AFTERNOON

The Fourth Theme Session "Technology" was addressed by Arthur Clarke, author, astronomer, inventor.

Mr. Clarke predicted that Newspapers will be replaced by electronic communication. The universal language will probably be English due to global T.V. There will be thinking machines and man will have largely "dis-invented work." (We're already hot after this one.)

Our future hunting grounds will be the deep sea and outer space, and by the end of the next century there will be colonies on the moon and ones on Mars under development. "Would you believe . . .?"

As parting encouragement to the profession he predicted "synchronous skyscrapers" 22,000 miles high can be built!

THURSDAY EVENING

The Annual Dinner and Dance brought a very active and successful week to conclusion. Eighty-two Fellows participated in the Investiture ceremonies. Among those were eight from New York State and are as follows:

Alfred B. Bauer, Simon Breines, George D. Brown, Alan Burnham, Victor A. Lundy, George Nemeny, Isadore Rosenfield, Simon B. Zelnik.

Only one Gold Medal can be awarded each year and Wallace K. Harrison, F.A.I.A. was this year's recipient. The citation reads as follows:

THE AMERICAN INSTITUTE OF ARCHITECTS
awards

THE GOLD MEDAL

the highest accolade within its gift
to

WALLACE K. HARRISON, F.A.I.A.
Architect

who has shown the highest order of architectural statesmanship.

He has led a team in producing significant architectural works of high quality over a period of more than thirty years.

He has worked with the concept of urbanism, creating architecture as part of the fabric of the city, with great dedication and loyalty to the best interest of his own city, New York.



Mr. Harrison first eulogized by Governor Rockefeller was then presented the Gold Medal by Charles M. Nes Jr., F.A.I.A.

In accepting this highest award from his fellow professionals he asked, "How can I say thanks for the greatest honor an architect can receive? It is impossible."

In conclusion he said, "The future of architecture is more exciting, more challenging than any other discipline. The denigration of the city must be of the past. We have a new world to build — not for science — not for the machines — not for materialism — but for the human beings — for man."



President Nes' final duty was the passing of the torch to the newly elected President Robert L. Durham, F.A.I.A. of Seattle, Washington. We wish him well and Godspeed to where ever his office carries him in the ensuing months. Under his banners there should be neither slackening of pace nor duty.



No resume of the Convention would be complete without acknowledgement of the week long efforts of the Producers' Council and their many fine displays. Their enthusiasm, efforts, and hospitality seemed inexhaustible.

American St. Gobain Corporation was considered the "best of show" for their exhibit. A jury selected the ten best exhibits and the Architects then balloted to select what in their opinion, was the outstanding display. (No photo available!)

Canada was also awarded a special commendation scroll by the A.I.A. for its entry in the Building Products Exhibit. It was the first time in A.I.A. history that such an award was made. The Awards Jury unanimously agreed it was the best they had ever viewed.

(Ed: Hear, Hear!)

99th A.I.A. NATIONAL CONVENTION

**ARE YOUR
CONSULTANTS
PROFESSIONALLY
AND FINANCIALLY
QUALIFIED?**

LIABILITY



WARNINGS

LIABILITY—WARNINGS

An architect was retained by a University to design and supervise construction of a large dormitory.

To comply with the school's request that the dormitory be of unique and modern design, the architect's plans designated the building entranceway to be sheltered by a large, concrete umbrella.

Since the structural design of this concrete umbrella was unusual, the architect retained the services of a structural engineer who claimed to be an expert in designing unusual concrete shapes.

Shortly after construction, the concrete umbrella collapsed.

A review of the engineer's plans and specifications indicated that the support column of the umbrella was not large enough to support the load to which it was subjected. The engi-

neer could attribute this only to miscalculations on his part.

Since the collapse was the result of miscalculations in design, the owner made demand on the architect for the cost of repairs. The architect, in turn, made claim against the structural engineer who was actually the cause of the loss.

Since the engineer was not insured and had insufficient financial resources, he was unable to pay more than a token amount of the claim.

The architect was required to pay \$58,000 of the loss.

Points to Note:

1. Select your consultants with care.
2. Require evidence of financial responsibility.

DO YOU KNOW why welded structures reduce steel costs to compete with reinforced concrete.

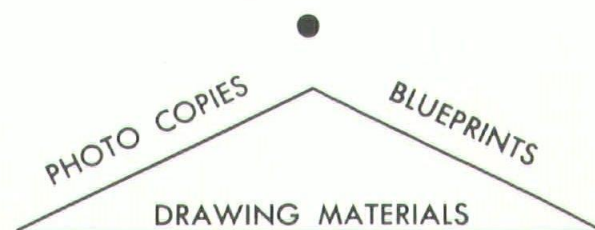
Buy the "8th Edition Saxe Manual for Structural Practice" used by engineers to design thousands of welded buildings. This book, result of 30 years experience has in its sections Spec. and Welding practice 7 pages, Design Theory, High Rise Buildings, Trusses, Plate Girders, All Connection types, Comparative Tables, Cost Information, 52 pages. Typical Shop Details, 26 pages, Over 50 detail photos.

SAXE WELDED CONNECTIONS
1701 ST. PAUL ST. BALTIMORE, MD. 21202

Price **\$1.00**

at your service . . .

MR. ARCHITECT



BUFFALO

SULLIVAN-McKEEGAN CO., INC.

852-4400

Albert T. Merrick

739 Main Street

COMMERCIAL BLUEPRINT CO.

Geo. G. Merry

853-0208 300 Delaware Ave.

SENECA BLUEPRINT CO.

Herbert Knight

854-6772 187 Delaware Ave.

ROCHESTER

CITY BLUEPRINT CO.

William Fay

Phone 454-1695 6 Atlas Street

H. H. SULLIVAN, INC.

Anthony Sulkowski

Phone 232-6440 67 South Avenue

SYRACUSE

H. H. SULLIVAN, INC.

H. A. Thomsen

Court Street Rd., Industrial Park
Phone Area Code 315-437-2623

SYRACUSE BLUEPRINT CO., INC.

Carl S. Nye, President

GR 6-4084 825 E. Genesee St.

Please don't give us a break

Last year, too many contractors did. To be exact, they broke some 4,000 telephone cables while they were excavating, mainly because they didn't know where they were. The outcome was costly in time, money and disrupted telephone service to thousands of people. All these accidents could have been avoided if contractors had checked with us before digging. Our Telephone Repair Service will show you where the buried cable is and mark the locations. So please—don't give us a break—do give us a call before you start digging.

Repair Service is listed
in the front pages of
your telephone directory.



New York Telephone

Part of the Nationwide Bell System

BOOK REVIEW

ARCHITECTURE: A PROFESSION AND A BUSINESS

by Morris Lapidus

207 PP; Illustrated;
Reinhold Publishing Corporation; \$12.25

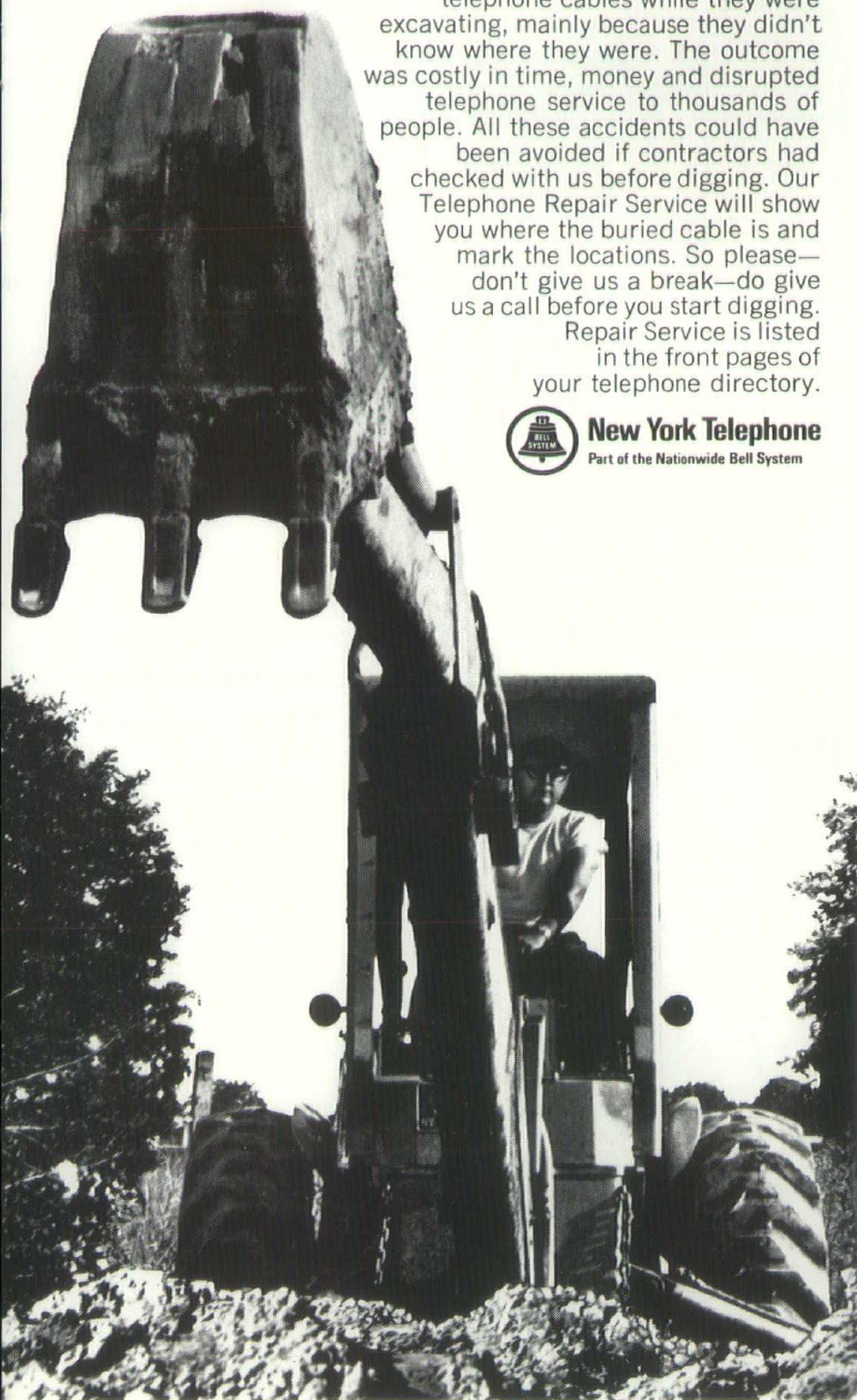
Architects are not trained to be businessmen and when they get that first commission and decide to set up an office of their own, much can happen to deflate their enthusiasm, professional ethics and finances. To guide them through this difficult period, and to help them carry on as their practice grows and becomes more complicated, appears to be the purpose of this book; and in this respect it serves its purpose well.

Based on the author's personal experience it contains examples of his mistakes and errors in business judgment seasoned with spicy anecdotes, mundane advice, production methods, accounting practices, and illustrations of his work. Its scope includes such topics as setting up the office, getting the client, handling the client, design and presentation, public relations, employee relations, production efficiency, cost control and accounting, fees, ethics, legal aspects, and architectural practice of the past, present and future.

For the small office, it alerts the architect to the necessity of establishing an orderly procedure to meet the challenge of a growing practice; for the larger office it provides a basis of comparison with its own methods — and may stimulate new procedures or suggest improvement of those now in use.

Its message is clear and succinct, providing much information on the business of architecture that is not available in this form elsewhere today. It is also an interesting account of how one architect has succeeded in managing the business end of architecture without sacrificing his professional attitude.

SAMUEL M. KURTZ



INDEX TO ADVERTISERS

ANCHOR CONCRETE PRODUCTS, INC.	20
BELDEN BRICK	Inside Back Cover
Frease & Shorr Advertising	
BLUEPRINT	24
CON EDISON	4
Batten, Barton, Durstine & Osborn, Inc.	
HAWS DRINKING FAUCET COMPANY	18
Pacific Advertising Staff	
NEW YORK TELEPHONE	25
Batten, Barton, Durstine & Osborn, Inc.	
NIAGARA MOHAWK POWER CORPORATION	17
Batten, Barton, Durstine & Osborn, Inc.	
NICHOLS BUSINESS EQUIPMENT, INC.	18
PEELLE COMPANY	Inside Front Cover
Mears Advertising, Inc.	
PITTSBURGH PLATE GLASS COMPANY	14 & 15
Ketchum, MacLeod & Grove, Inc.	
SAXE WELDED	24
SEDGWICK MACHINE WORKS	27
Prescott, Fuller & Co., Inc.	
THE H. B. SMITH COMPANY	2
Remington Advertising, Inc.	
STARK CERAMICS, INC.	Outside Back Cover
Belden & Frenz & Lehman, Inc.	
H. H. SULLIVAN, INC.	26
UNITED STATES STEEL CORPORATION	1
Batten, Barton, Durstine & Osborn, Inc.	
VERMONT MARBLE COMPANY	28
Knudsen - Moore, Inc.	
ZONOLITE Division — W. R. Grace & Co.	18
Fuller & Smith & Ross, Inc.	

HULLIVAN, INC.

Rochester
67 SOUTH AVE.
716-232-6440

Syracuse
COURT ST. RD.
315-437-2623

SULLIVAN - McKEEGAN CO., INC.
Buffalo - 739 Main St. - 716-852-4400

A COMPLETE LINE OF AUDIO VISUAL EQUIPMENT

SELECTROSLIDE by Spindler Sauppe

DIAZO FILM by Keuffel & Esser

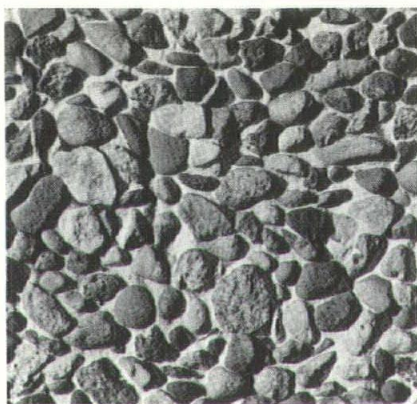
OVERHEADS by Buhl

SOUND SYSTEMS by Califone - R.C.A.

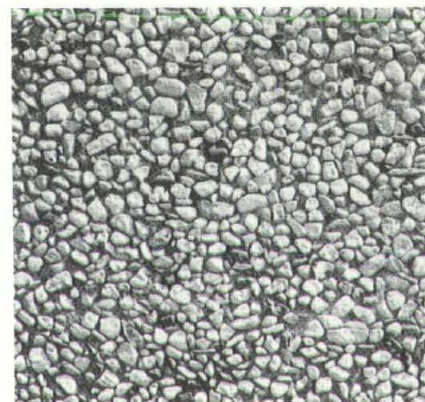


CONSULTATION - DESIGN - SALES

AUDIO - VISUAL DIVISION

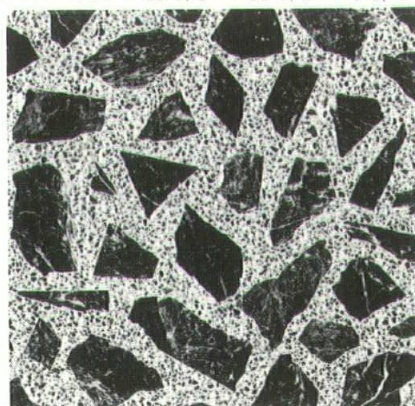


CURED IN AUTOCLAVES FOR SUPERIOR QUALITY



STANDARD SIZE — 23-5/8" x 23-5/8" x 3-3/4" THICK

PRECAST CONCRETE
**EXPOSED
AGGREGATE**
WALL PANELS
with Lasting
NATURAL BEAUTY



- STABILIZED-LOW SHRINKAGE
- GREAT HARDNESS & DENSITY
- WEATHER RESISTANT
- FROM A WIDE
SELECTION OF ATTRACTIVE
NATURAL AGGREGATES

A DEVELOPMENT OF

ANCHOR CONCRETE PRODUCTS, Inc.

P.O. BOX 869
BUFFALO, N. Y.

CITATION

DR. FRANK STANTON, C.B.S. SPECIAL A.I.A. CITATION TO FRANK STANTON, PRESIDENT COLUMBIA BROADCASTING SYSTEM

The American Institute of Architects in conferring this honor upon DR. FRANK STANTON salutes him for his significant achievements in the advancement of man's environment, architecture and the applied arts. His faith in the ultimate solution and his unshakable standards of perfection constitute a unique source of strength and inspiration to those concerned with human ecology. One is tempted to wish he had chosen architecture as his profession, for his is the enlightened intellect and guiding spirit of the true architect.

PEOPLE

MAX O. URBAHN, F.A.I.A. BOARD ELECTS NEW PRESIDENT

Max O. Urbahn, head of the New York architectural firm which bears his name, became the 36th President of the New York Board of Trade on March 1, succeeding James T. Gill, Vice President of Manufacturers Hanover Trust Company, who is now Chairman of our Board of Directors.

Mr. Urbahn, a former professor of architectural design at Yale University, is responsible for the design of many office buildings, industrial plants, and government facilities in the United States and overseas. He was chief designer of the key facilities of N.A.S.A.'s Project Apollo program at Cape Kennedy; and, in midtown Manhattan, designed the Franklin D. Roosevelt Post Office topped by a high-rise office tower — one of the numerous new architectural concepts for which he has become known.

Active in public affairs, Mr. Urbahn was responsible for establishing the Architectural Advisory Council of the New York Board of Trade. He has also served as President of the New York Chapter of the American Institute of Architects.

MAURICE AUSTIN PAYNE, JR., A.I.A.

MAURICE AUSTIN PAYNE, JR., A.I.A. has been appointed assistant director of governmental affairs for THE AMERICAN INSTITUTE OF ARCHITECTS, William H. Scheick, F.A.I.A., executive director of the Institute, has announced.

P. WHITNEY WEBB, A.I.A.

P. WHITNEY WEBB, A.I.A., has been appointed an Associate in the firm of FREDERICK G. FROST JR. and Associates, New York architectural firm which was founded by Frederick G. Frost Sr., in 1917 and is presently celebrating its 50th year in practice.

WILLIAM A. PLYER, A.I.A.

WILLIAM A. PLYER, A.I.A. has been appointed an Associate of PETROFF AND JONES ASSOCIATES, Architects. He will also continue as the Director of Design for the New York firm.

Mr. Plyer is a member of the New York Chapter of the American Institute of Architects and of the New York State Society of Architects. Holder of the Leopold Schepp Foundation Professional Scholarship, he received his Bachelor of Architecture degree With Honors from the School of Architecture of Pratt Institute, and, continuing his education at Pratt, earned the degree Master of Architecture.

J. CARLETON JONES

The appointment of J. CARLETON JONES as director of information services for THE AMERICAN INSTITUTE OF ARCHITECTS has been announced by William H. Scheick, F.A.I.A. executive director of the institute.

Mr. Jones was elected to membership in the Public Relations Society of America in 1964. He holds awards of the Middle Atlantic Association of Industrial Editors and the Virginia State Conference on Public Relations for the excellence of public relations printed materials.

Mr. Jones is a graduate of the University of Missouri and is a member of the Missouri Society of Washington, the South Carolina Society of Washington and Beta Theta Pi national fraternity.

In his new appointment with the A.I.A., Mr. Jones succeeds Richard S. Stitt who resigned to organize a new public relations agency in Phoenix, Arizona.

AWARDS

Architect PHILIP JOHNSON, FAIA, received the Medal of Honor of the New York Chapter, American Institute of Architects. The Chapter's highest award was given to the distinguished architect of the Seagram Building and the N.Y. State Theater during a ceremony at Lincoln Center marking the 100th Anniversary of the New York A.I.A.

Sedgwick dumb waiters are trouble free

even before they're installed

When you select a Sedgwick Dumb Waiter, you get a completely integrated installation — including dumb waiter doors and self-supporting steel tower, designed and engineered by Sedgwick.

This places the responsibility for the entire installation in the hands of one supplier — cutting in half the red tape, contracts and approvals, and eliminating your coordination of door and dumb waiter design and erection. All equipment is shipped at the same time, saving shipping and handling costs. The same mechanics install both doors and dumb waiters.

Sedgwick Dumb Waiters and Doors are available in a complete range of modern, improved types and standard sizes that can be adapted to fit requirements exactly.

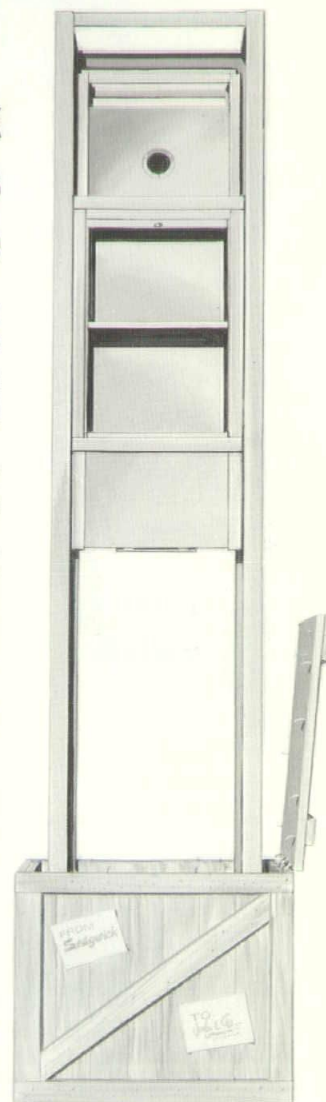
Doors are manufactured in bi-parting, slide-up, slide-down or hinged arrangement. Also access and clean-out doors (Underwriters' Labeled where required). Send for complete literature and specifications.

Sedgwick

P. O. Box 630
Poughkeepsie, N. Y. 12602



OTHER SEDGWICK PRODUCTS:
Sidewalk Elevators
Roto-Waiters
Residence Elevators
Stair Chairs





A bit of Vermont moves to the Empire State

It's a shipment of Vermont Pearl Marble which — along with many more carloads to come — will soon sheathe several new buildings in the South Mall Project in Albany.

One is to be a 44-story office building, the tallest in up-state New York. There are four other identical 23-story office buildings to be sheathed with this same marble.

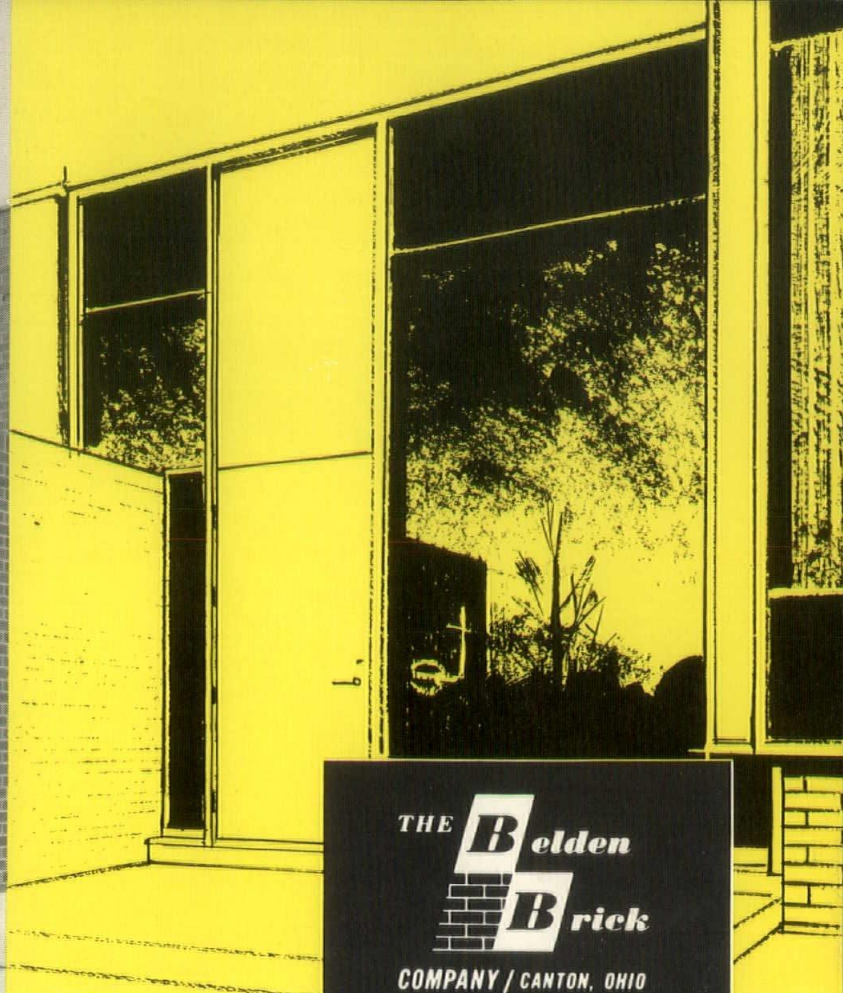
Vermont Pearl, which is a white marble delicately shaded with light green and gray-green veins, is only one of many varieties that are available for your projects.

For information or assistance, call your nearest Vermont Marble Company representative or write to Dept. 6E.

Coordinating Architects: Harrison & Abramovitz • New York State Architect: Charles S. Kawecki • Coordinating General Contractor: George A. Fuller Company • General Contractor, Office Tower: Foster-Lipkins Corporation • General Contractor, Agency Buildings: Carlin-Atlas



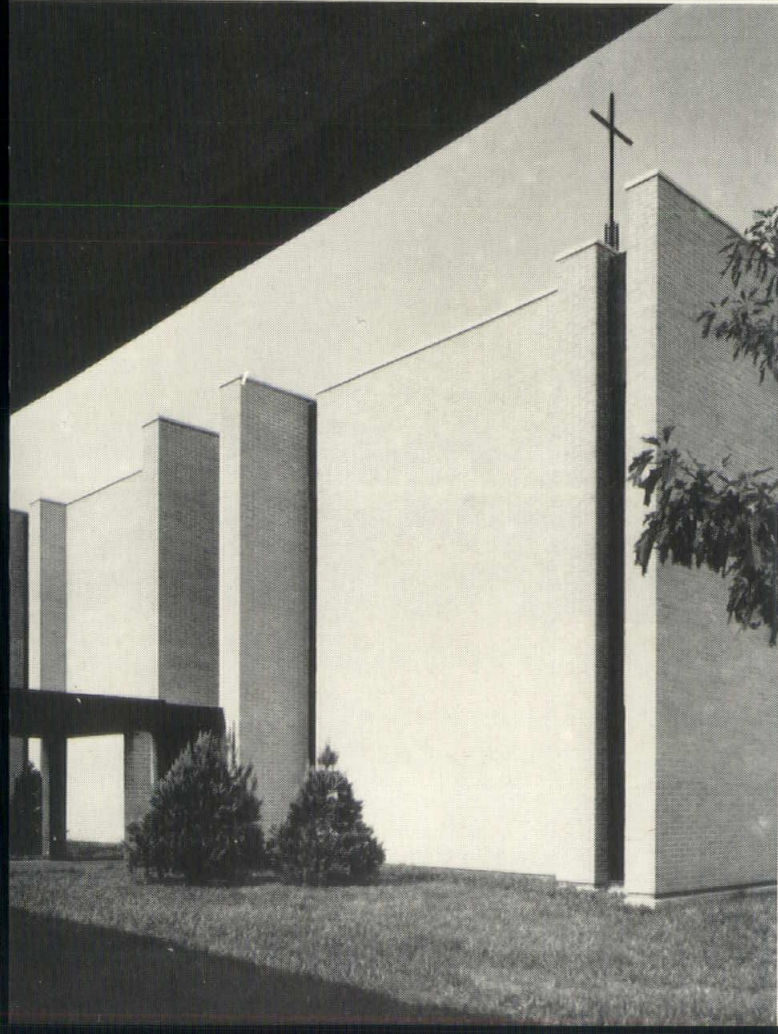
VERMONT MARBLE COMPANY
PROCTOR, VERMONT 05765



***the irresistible
power of
imaginative
design***

The essentials of modern design — form, mass, color and texture—are most effectively interpreted by the architect who works with today's most imaginative material . . . brick. And the BELDEN concept is to provide the creative architect with the industry's most comprehensive selection . . . over 200 variations in color, texture and size.

Your nearest BELDEN Dealer will gladly provide samples and our new full color brochure.



STARKUSTIC



ACOUSTICAL CERAMIC TILE

PERMANENT NOISE CONTROL

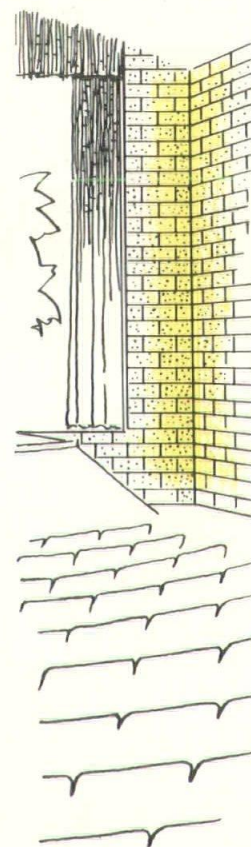
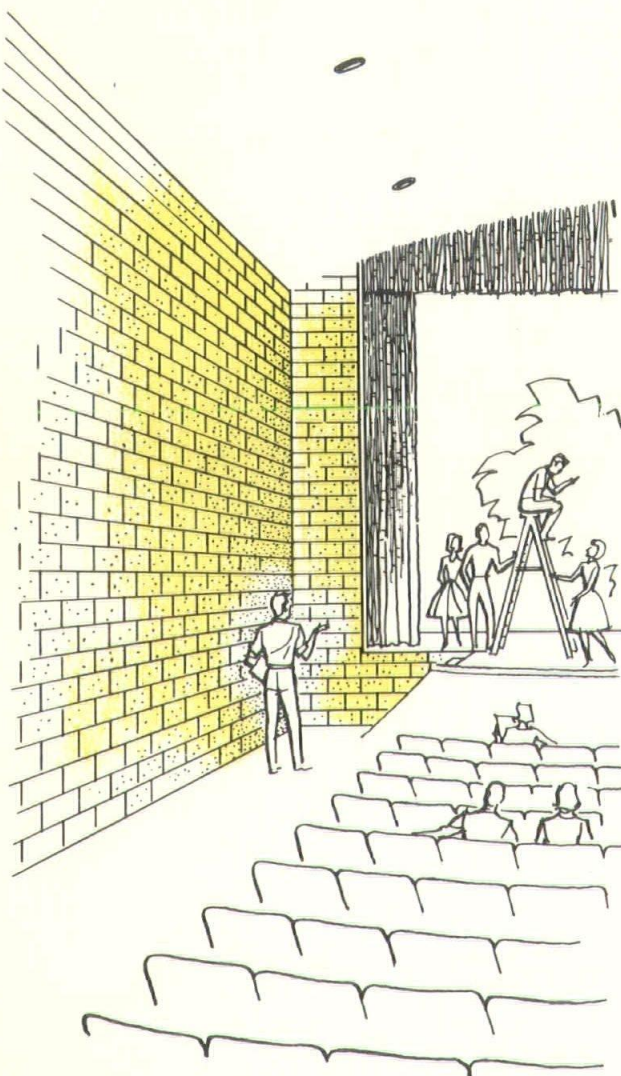
• STARKUSTIC offers, for the first time, an acoustical* control wall product with a permanent glazed finish unaffected by moisture. Starkustic offers structural strength, fire resistance, scratch resistance and a wide choice of permanent colors. Available in 6T and 8W series with random or symmetrical pattern perforations.

All these characteristics make Starkustic ideal for noise control where heat, humidity, steam or sanitation are factors...

GYMNASIUMS • AUDITORIUMS • IN-DOOR SWIMMING POOLS • POWER PLANTS • SCHOOLS • LOBBYS • MUSIC ROOMS

FULL SERVICE

We will be most happy to be of service at any time during your planning, specifying, bidding or building. Full information including sizes, colors, samples and prices are available... You'll find us convenient to write or call.



* Sound Absorption Coefficients

Material	125 CPS	250 CPS	500 CPS	1000 CPS	2000 CPS	4000 CPS	NOISE LEVEL
(a) Ceramic Glazed Tile	.48	.52	.69	.84	.39	.45	.60
(b) Ceramic Glazed Tile	.11	.72	.81	.24	.16	.16	.50

(a) Factors based on tests of 6T unit (5 1/3" x 12" x 4") with 207—1/4" diameter holes in symmetrical pattern.

(b) Factors based on tests of 8W unit 4" x 8" x 16" with 322 holes of random size & pattern.

BELDEN-STARK BRICK CORP.

386 Park Avenue South
New York, N. Y. 10016 • Telephone: MU 6-3939

JOHN H. BLACK CO.

113 Gillette Avenue
Buffalo, New York 14214 Telephone: 884-2306